

INTERCOLLEGIATE BROADCASTING SYSTEM

1962 NATIONAL MEETING

ADVANCE PROGRAM

- 8 to 10:30 am Registration and Coffee Hour
Tour WYBC
- 9:30 to 11:30 Morning Sessions
- A1 ENGINEERING
Fm Applications, Bill Malone, IBS.
Fm Technical Operations, Steve Lewis, WYBC.
- A2 ADVERTISING
Common Problems of the Sales Department,
Stephen Trivers, Account Executive WCOP, Boston.
Representation for National Advertising, Robert Vance,
General Manager, College Radio Corporation.
- A3 PROGRAMMING
Building Better Newscasts, Charles Conrad, IBS.
College Radio Networking, Steve Fargotstein,
General Manager, College Radio Network.
- A4 MANAGEMENT
Station Managers' Colloquium, Harry Joseph, IBS.
Station Promotion, John Pegram, IBS.
- A5 PRODUCTION
Production Techniques, Michael Skol, WYBC-FM.
- 12:00 to 1:15 LUNCHEON BANQUET - At Morey's
- 1:45 to 3:15 GENERAL SESSION
Featured Speaker: Samuel Sharkey, Editor, NBC News.
- 3:30 to 5:30 Afternoon Sessions
- B1 ENGINEERING
Carrier Current Transmission, Paul Baxter, WYBC.
Audio Facilities of WRCT, Don Furgerson, WRCT.
- B2 AUDIENCE RESEARCH
Listener Polling - Theory and Techniques, Professor
Leonard Doob, Yale University.
Surveying the College Radio Audience, Tom Bletcher, IBS.
- B3 FM
Fm Applications, Charles Quigley, IBS.
Fm Programming, Ed Richards, IBS.
- B4 STATION EXECUTIVES
Station Image: Internal and External Management Tool,
Stephen Greyser, Assistant Editor, Harvard Business Review.
Marksmanship Management, Robert H. Teter, Vice
President, Radio and Television Executives Society.
- 6:00 to ?? IBS NATIONAL AND REGIONAL STAFF
Informan Dinner and Meeting

